

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL ISSUE GROU

Product DCCC

Estimate# 2112

Buyer Maura Gilroy

Phone#

Fax#

Agency () GREAT AMERICAN MEDIA

3050 K ST NW, SUITE 100

WASHINGTON, DC 20007

Agency C/P1/P2/E 11/14/2112

Flight Dates 10/23/2012 - 10/29/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/23-10/29	2P-3P	JUDGE J BROWN/JUDGE J BRWN B	:30	\$125.00	TU-F,M	2	1	2	\$250.00
2	10/23-10/29	11P-1130P	SEINFELD	:30	\$300.00	TU-F,M	1	1	1	\$300.00
3	10/23-10/29	1130P-12A	30 ROCK	:30	\$200.00	TU-F,M	1	1	1	\$200.00
4	10/23-10/29	10P-11P	CH11NW-FX53@10	:30	\$1,500.00	TU-F,M	1	1	1	\$1,500.00
5	10/28-10/28	4P-7P	NYG VS DAL	:30	\$6,000.00	SU	1	1	1	\$6,000.00

---REPORT TOTALS---

Report Totals: 6 / \$8,250.00

---SALES MONTHLY TOTALS---

Oct 12: 6 / \$8,250.00

Nov 12: 0 / \$0.00

Sales Totals: 6 / \$8,250.00

Station Totals: 6 / \$8,250.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$91,667	CABL	0%	KDKA	0%	UNKN	91%	WPCW	0%	WPGH	9%
		WPMY	0%	WPXI	0%	WTAE	0%				

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Estimate#	2112	Agency C/P1/P2/E	11/14/2112	Salesperson Phone#	202-955-5342
Buyer	Maura Gilroy	Flight Dates	10/23/2012 - 10/29/2012	Salesperson FAX#	
Phone#		Hiatus Weeks			
Fax#					

---COMPETITIVE COMMENTS---

*EST

Books	null
Demos	RA35+